

CLAIM AMENDMENTS

1-11. (Canceled)

12. (Currently Amended) A transmission system comprising:
an encoder that combines different transmissions to distribute to a plurality of receivers;
a device that sets a first marker in the transmission; and
a counter that tracks the transmission from the time point ~~where the first marker was inserted~~ is enabled for tracking.

13. (Original) The system of claim 12 including a content provider and a broadcast encoder coupled to said content provider.

14. (Currently Amended) The system of claim 13 wherein said broadcast encoder sets the first marker in ~~[[the]]~~ a video transmission.

15. (Currently Amended) The system of claim 13 wherein said content provider sets the first marker in ~~[[the]]~~ a video transmission.

16. (Currently Amended) An article comprising a medium for storing instructions that cause a computer to:
set a first marker in a transmission;
call ~~[[a]]~~ one method which provides a handle to said first marker; ~~[[and]]~~
track the transmission ~~after~~ as soon as said handle is provided to said first marker, ~~said tracking on-going from the transmission of the first marker;~~ and
at any time after said handle is provided, call another method to obtain tracking information which is current as of the time said another method is called.

17. (Original) The article of claim 16 including instructions that cause the computer to receive web content transmissions and accompanying television broadcasts from a content provider.

18. (Original) The article of claim 17 including instructions that cause the computer to receive a web content broadcast with the first marker inserted within the broadcast data, combine the web content broadcast with a television broadcast and transmit the combined broadcast.

19. (Canceled)

20. (Currently Amended) The article of claim 16 including instructions that cause a computer to ~~call a method which obtains current transmission details using said handle~~ transmit said transmission to a plurality of receivers to display on a display device.

21. (Currently Amended) The article of claim 20 including instructions that cause a computer to provide a continuous data stream, set said first marker and a second marker in said stream, and associate said second marker with a second handle.

22. (Original) The article of claim 21 including instructions that cause a computer to call a method which provides transmission details and the handle.

23. (Original) The article of claim 21 including instructions that cause a computer to allow said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a data transmission can be obtained.

24. (Canceled)

25. (Previously Presented) The article of claim 16 including instructions that cause a computer to report the transmission.

26. (Currently Amended) A method comprising:
receiving a handle to a first marker that is set in a ~~video~~ transmission, said
transmission to be distributed to a plurality of receivers; and
~~using said handle,~~ tracking the transmission after said first marker, said
tracking on-going from the ~~transmission of~~ time said handle to said first marker is
received.
27. (Currently Amended) The method of claim 26 wherein on-going tracking
includes counting bits transmitted and elapsed time from the time ~~the point~~ when the first
marker is transmitted.
28. (Previously Presented) The method of claim 26 including receiving web
content transmissions and accompanying television broadcasts from a content provider.
29. (Previously Presented) The method of claim 28 including receiving a web
content broadcast with said first marker inserted within the broadcast, combining the web
content broadcast with a television broadcast and transmitting the combined broadcast.
30. (Previously Presented) The method of claim 28 including receiving web
broadcast content from a content provider, combining the web broadcast content with
television programming at a broadcast encoder and inserting said first marker at the
broadcast encoder.
31. (Currently Amended) The method of claim 26 including invoking a method
which obtains current transmission details using said handle, said transmission details
current as of the time said method is invoked.
32. (Previously Presented) The method of claim 31 including providing a
second marker and associating said second marker with a second handle.

33. (Previously Presented) The method of claim 32 including calling a method which provides transmission details and terminates said handle.

34. (Previously Presented) The method of claim 32 including allowing said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a transmission can be obtained.

35. (Previously Presented) The method of claim 26 including providing a log-in server, reporting a transmission to said log-in server and allowing a third party to access said log-in server to receive transmission reporting.

36. (Currently Amended) A method for tracking video transmissions comprising:

setting a first marker in ~~the video~~ a transmission having video content;
invoking a method which provides a handle to said first marker; and
tracking the transmission from the time the handle to the first marker is received until a time a method is invoked to obtain current transmission details, said method to obtain current transmission details invocable at any time after said first marker, said tracking on-going from the transmission of the first marker; and
reporting the transmission.

37. (Currently Amended) The method of claim 36 including ~~invoking a method which obtains~~ obtaining current transmission details using said handle, said transmission details current as of the time said method to obtain current transmission details is invoked.

38. (Previously Presented) The method of claim 37 including providing a second marker and associating said second marker with a second handle.

39. (Previously Presented) The method of claim 38 including calling a method which provides transmission details and terminates the handle.

40. (Previously Presented) The method of claim 38 including allowing said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a transmission can be obtained.

41. (Previously Presented) The method of claim 36 including receiving a web content broadcast with the first marker inserted within the broadcast, combining the web content broadcast with a television broadcast and transmitting the combined broadcast.

42. (Previously Presented) The method of claim 36 including receiving web broadcast content from a content provider, combining the web broadcast content with television programming at a broadcast encoder and inserting the first marker at the broadcast encoder.

43. (Previously Presented) The method of claim 36 including providing a log-in server, reporting a transmission to said log-in server and allowing a third party to access said log-in server to receive transmission reporting.

44. (New) The system of claim 12 wherein said first marker is enabled for tracking when a handle to said first marker is obtained.